

**Carol Coles**

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**From:** Carol Coles  
**Sent:** Tuesday, October 09, 2012 9:03 AM  
**To:** \*everyone; \_Council Members; Andy Rieger; Eddie Sims; Jane Cannon; Joy Hampton; Norman News; Oklahoma Daily; OU Nightly  
**Subject:** Wayfinding Plan Public Open House

City of Norman  
201 West Gray  
Norman, Oklahoma 73069

Press Release

For Immediate Release

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A Public Open House will be held on Thursday, October 18, 2012 beginning at 7:00 p.m. at the Council Chambers of City Hall located at 201 W. Gray Street in downtown Norman. The Wayfinding Plan is a collaborative effort between the City of Norman, Norman Chamber of Commerce and Norman Convention and Visitor's Bureau. The objectives of the Plan are:

- Design easily understood, user-friendly, distinct navigational system guiding visitors to and from City destinations
- Promote tourist, historical, and cultural destinations, as well as support and assist the local retail market
- Develop an identity for the City that can be reflected not only in the Wayfinding components, but can also be incorporated into elements of an overall branding and marketing program
- Identify potential funding sources for future Wayfinding implementation.

This meeting is being held to provide information and to receive input from citizens about Wayfinding. A project team led by C.H. Guernsey, a local design firm, has been preparing the Wayfinding Plan and is nearing a critical point in the Plan's development. The Guernsey Team will also lead this Public Open House. All interested citizens are encouraged to attend. Please contact Mr. David Riesland, City Traffic Engineer, at 405-329-0528 if you have additional questions.